New York University

Graduate School of Business Administration

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May 14, 1973

Mr. Irv Drasnin
CBS News
524 West 57th Street
New York, New York

Dear Mr. Drasnin:

Congratulations on your fine production of "You and the Commercial" shown recently on CBS. Although unfortunately I missed seeing it, I have heard and read excellent reports about it creativity and candor.

I would appreciate the opportunity to show something of this unique and high calibre to marketing classes at the N.Y.U. Schools of Business. Would it be possible to obtain a print of this program for the NYU Film Library? If not, is it possible to show the film in class on an occasional basis?

I commend you on doing such a fine job with a controversial subject matter, and I congratulate CBS on having the courage to show it.

Sincerely,

Larry J. Rosenberg
Assistant Professor of Marketing

LJR:rl

Diana Maddux — and 4,000 comedy, and therefore, left it [illegible] on the arm.

# CBS Gambling With Blast At Television Advertising

By JAY SHARBUTT

NEW YORK (AP) — Few of us ever have seen a miracle. We'll get the chance tonight (at 9 on Channel 4 in the Fort Worth - Dallas viewing area) when the CBS Television network takes a big corporate gamble and broadcasts "You and the Commercial."

JAY SHARBUTT

It's about the billion dollar world of television advertising But it's no puf job. It's wry, tough, occasionally funny and consistetly interesting You definitely should watch it

It names advertisers the Federal Trade Commission has taken to task for playing loose with the truth. It adds injury to exposure by rerunning and examining the offending commercials in sharp detail

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IT NOTES that officials of six of the nation's biggest advertisers — Procter & Gamble, General Foods, Warner-Lambert, Bristol-Myers, Colgate-Palmolive and American Home Products — declined to be interviewed for the show

And it shows a "counter-commercial" — never seen before on network television — in which actor Burt Lancaster sharply criticizes in dire terms the engine mounts on certain Chevrolet models

The 57-minute documentary, narrated by Charles Kuralt, isn't a one-sided assault on the advertising game

The industry's defenders are amply represented, the most prominent defender Archibald Foster, chairman of the Ted Bates advertising agency, the fifth largest in the world

* * *

BUT THE show does take a very close, hard look at the way television commercials are produced, their effect on the viewer and how the new, improved FTC is working to protect the consumer

It will make you shake your head at times, particularly the segment covering the painstaking way viewer response to commercials and viewer recall of them is measured

Another head-shaker is the absolute seriousness of sponsors — in this case the Stride-Rite Shoe Company of Boston — towards the reaction of children in tests of commercials aimed at children

Research officials watch the kids behind a one-way mirror as Kuralt reminds us that about $400 million is spent annually on advertising to children—and that the average child sees an estimated 25,000 TV commercials a year.

* * *

THE NUMBER may drop sharply if enough mothers watch this show, produced and written over a 10-month period by Irv Drasnin, who also shares on-camera interview chores with Kuralt.

For some reason, "You and the Commercial" has no sponsor. "I think it proper that it isn't being sponsored," Drasnin said. "It would tend to give any sponsor an aura of being above the battle, when in fact all of advertising is involved.

"Also, it might be ludicrous if we halted a show about commercials for a commercial."

* * *

HE SAID there was no pressure from top CBS officials to treat the study of TV commercials gently or to avoid angering the network's present or potential advertisers.

This is the miracle of the show, because until now the primary rule of television has been "don't anger the sponsor."

Fort Worth Star-Telegram 4/6/73


Can't Afford A New Color TV? . . . CALL 536-2805 We'll Install A NEW COLOR PICTURE TUBE Replaced With 1 Year Warranty ANY SIZE SCREEN $99.95 Terms

NEW PICTURE TUBE 3-Year Warranty $139.95

NEW PICTURE TUBE 5-Year Warranty Black Matrix $189.95

BANKAMERICARD

See AA for Name Brands Rebuilt Color TV's with Warranty

COLONIAL NATIONAL INVITATION TOURNAMENT

MAY 7–13 1973

CAR RADIO REPAIR "While You Wait" Used Color TV Bargains FOR EXPERT COLOR TV SERVICE CALL 536-3232

Love radio.

SILVER COUNTRY STEREO